

Analysis of Display Advertisements

Group Members:

Complete the following chart in your groups. Use point-form notes to describe how each feature is used in the display advertisements.

Criteria	Descriptions
Headline	
Product Illustration	
Subhead	
Body Copy (words/text)	
Company Name and Address	
Logo	
Colour	
Word Choice, e.g., formal, informal	
Selling Words	
Typeface	
Layout (organization)	
Attitude	
Tone	